Mother's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	$1.0 BILLION	75%
FLOWERS	$2.9 BILLION	72%
EVENING OUT	$5.2 BILLION	57%
GIFT CARDS	$3.1 BILLION	52%
CLOTHING	$2.9 BILLION	45%
JEWELRY	$7.0 BILLION	41%
SERVICE	$2.6 BILLION	30%

OVERALL MOTHER'S DAY SPENDING

84%
Of people plan to celebrate Mother's Day in the U.S.

46%
Of people plan on finding a gift that's unique or different in the U.S.

$245.76
Average expected spending on Mother's Day in the U.S.

$31.7 BILLION
Planned spending in the U.S. on Mother's Day in 2022, up from $28.1 billion in 2021.

Sources:
National Retail Foundation (NRF) and Prosper & Analytics
https://nrf.com/insights/holiday-and-seasonal-trends/mothers-day/mothers-day-data-center
Quarterly Census Employment and Wages (QCEW)

MISSOURI FACTS

83%
The percentage of Midwesterners who plan to celebrate Mother's Day.

LIAM & OLIVIA
The most popular baby names in Missouri according the Social Security Office in 2020.

54,075
The numbers of mothers, ages 15 to 50, who gave birth in 2020.

15,183
The estimated number of childcare workers in Missouri in 2020.